GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1668
ANSWERED ON:10.12.2008
ADVERTISEMENTS BY DAVP
Agarwal Shri Dhirendra;Thummar Shri Virjibhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria for selecting newspapers/magazines for releasing official advertisements;

(b) the details of advertisements released/amount paid by the Directorate of Advertising and Visual Publicity (DAVP) during each of the last three years and the current year, newspaper/magazine-wise;

(c) whether complaints have been received by the Government that DAVP is releasing advertisements to factious newspapers and magazines which have very low circulation and survive solely on DAVP advertisements;

(d) if so,whether any inquiry has been conducted in the matter;

(e) if so,the names of such newspapers and magazines and details of action taken against them;

(f) if not, the reasons therefor;

(g) whether the involvement of any official has been identified;

(h) if so, the details thereof;and

(i) the steps taken by the Government to streamline the working of the DAVP?

Answer

THE MINISTER OF STATE FOR EXTERNAL AFFAIRS AND INFORMATION & BROADCASTING (SHRI ANAND SHARMA)

(a): The Directorate of Advertising and Visual Publicity (DAVP) prepares a suitable media list keeping in view the content,target audience,the client Ministry's recommendations and availability of funds.While releasing display advertisements,DAVP also ensures that as far as possible,a balance is maintained among various categories of newspapers, i.e. Big, Medium and Small in the ratio of 50:35:15 (in Rupee terms), taking into account circulation, languages, coverage areas etc.

(b): The details are available on DAVP's website www.davp.nic.in.

(c) to (h): DAVP issues advertisements only to those publications which are borne on DAVP's approved panel.Newspapers/magazines,which fulfil all the norms laid down in the Advertisement Policy, are empanelled with the DAVP only after intense scrutiny by the Panel Advisory Committee appointed by the Government.

(i) : The working of DAVP has been streamlined by use of Information and Communication Technology (ICT) for online issuance of Release Orders;Advertisement Material; Rate Contracts and payment of Advertisement Bills.Recently,the applications for rate renewal and fresh empanelment have also been received on line, which has helped in bringing in greater transparency in the working of DAVP.